

**Board of Directors Meeting
Wednesday November 20, 2019
Legend's Restaurant
1313 W. Lindsey St.**

Minutes

Board Attendance:

- (A) Kyle Allison, Andy Alligators
- (P) Tarasina Compagni, Benvenuti's
- (A) Drew Gaschler, OU Athletics
- (P) Steve Gillis, NYSA
- (P) Angelia Green, The Chickasaw Nation
- (P) Helen Green, OU, College of Fine Art
- (P) Lee Hall, City Council
- (A) Maureen Hammond, NEDC
- (P) Jerry M. Hatter, Balfour of Norman
- (P) Mandy Haws, Sooner Bowling
- (P) Brenda Hall, City of Norman
- (P) James Howard, Baked Bear
- (A) Alesha Leemaster, Norman Public Schools
- (P) Scott Martin, Chamber of Commerce
- (A) Mark Milsap, Holmberg House
- (A) Bree Montoya, Norman Arts Council
- (A) Andrew Stanfield, NCED Hotel
- (A) Amish Zaver, Comfort Inn

Call to Order

Meeting was called to order at 11:51 am

Minutes

Minutes from October meeting were considered. Haws moved to approve the minutes; Hatter seconds the motion. Motion was approved.

Finance Report

Milsap was absent, Schemm presented the financial report for October. Cash position is good, we are a little up from last year. VisitNorman has \$7,602.19 in accounts payable due to luncheon/visitor guides, will be sending invoices out again for those. In expenses for research we are about \$7,500 over budget for the Huddle Up Group & the Civitas packages (Board approved both items). There is also our annual Simpleview fee. No question over budget, Haws moves to accept November 2019 financials, Hatter seconds, motion is approved.

OU Venue Presentation by Amanda Sikich

Sikich gives a bit of history on Levy Restaurants. Levy brothers began by opening a restaurant in Chicago, the White Sox ownership was so impressed with their restaurant, they asked them to create a premium experience for their elite members. Since then, they have amassed to over 200 arenas/convention centers/restaurants. OU hired Levy for catering four years ago, and recently OU approached Levy with wanting to bring in more revenue with their venues and has asked Levy to spearhead the project. Sikich provided everyone with a booklet, outlining all the venues/specs. Venues to note; Jimmie Austin Pavilion-free parking-can host banquets and golf tournaments at the same venue, Lloyd Noble, will be more geared toward concerts, as well as taking advantage of the floor space, accommodating up to 1,200 people (multi-purpose). Levy launched their website about 90 days ago and it includes their event menus, with the capability to cater to whatever the groups diet requirements may be. Goals of producing one million dollars in revenue in their first year, currently four venues but looking to expand to other OU facilities as they grow.

TMD/Sports Commission Update

Schemm discusses that VisitNorman is working with the Huddle Up Group as well as Civitas to get the Sports Commission up and going. This funding will be provided through a voluntary assessment by the hotels that is passed through to guest. John Lambeth with Civitas will help create the TMD (tourism marketing district). We want the district to be in place by July 1. Since the land acquisition has been postponed to next week's city council meeting, things have stalled a bit. We need to get with hoteliers to determine how much will be taxed, probably somewhere around the 2.5% range. With facilities not completed as early as anticipated, we look to create Norman-owned events, to ensure we have events coming here on an annual basis. Example; half-marathon leading up to the OKC marathon, or Dragon boat racing out at Lake Thunderbird. Hall is concerned with the design phase, and not having enough money to create tournament-quality type venues. Schemm responds with having same concerns, the longer we wait, the less money we must build something, anything at this point. Softball redesign was supposed to be around \$6 million; once we saw designs, the cost has rocketed to \$20 million. Compagni has questions concerning two things, what has the highest earning potential-swimming or basketball, and wouldn't we rather put all the money to create a great venue vs. lots of poor-quality venues. Schemm answers, that the multi-purpose facility has the most potential, and that the money was already voted for to go to these specific projects.

Sales Report

Wagner reports that seven leads were sent with a potential of 3,034 room nights. One lead was booked for 200 rooms. Wagner mentions, 47 leads have been sent YTD, and 6,354 rooms have been booked YTD. Brickman announces that Wagner was awarded SGMP's top 10 under 37.

Leisure Report

Burgess-Cady was absent, Schemm reports that Burgess, attended one leisure show, and that she filled in for him for Fall Fest, and that she regularly sits on the Arts roundtable.

Communications/PR Report

Brickman reports that analytics are up in all categories. We have seen an increase in referrals from Soonersports.com. Some of the pages on the website most visited for us recently, were Farm girl Fair, Luke Bryant concert, Fall Fest and Cheers & Beers. She traveled to Arlington for a meeting with Influencers. The next big thing would be Bedlam & Small biz Saturday-app based listing-competing between Brookhaven, East Side business, Downtowners, Campus Corner, Lindsey Street, and Main District. Christmas Parade will be December 14th this year.

No meeting in December, next meeting January 15th.

Adjourned at 12:45pm.

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF FINANCIAL POSITION
NOVEMBER 30, 2019 AND 2018

ASSETS

	2019	2018
CURRENT ASSETS		
PETTY CASH	\$ 589.99	\$ 603.99
CASH IN BANK - REPUBLIC BANK	234,022.38	197,740.34
CASH IN BANK - PREMIUM MONEY MARKET	39.06	54,330.27
CASH IN BANK - BID FEE MONEY MARKET	93,734.63	38,801.87
ACCOUNTS RECEIVABLE	8,297.99	4,545.99
EMPLOYEE ADVANCE	64.57	0.00
PREPAID EXPENSES	40,111.28	46,458.12
TOTAL CURRENT ASSETS	<u>376,859.90</u>	<u>342,480.58</u>
PROPERTY AND EQUIPMENT		
FURNITURE & FIXTURES	17,600.71	17,915.71
LEASEHOLD IMPROVEMENTS	6,130.00	6,130.00
MACHINERY & EQUIPMENT	2,705.25	6,089.28
VEHICLE	67,091.12	67,091.12
COMPUTER EQUIPMENT	11,372.48	15,871.76
LESS: ACCUMULATED DEPRECIATION	<u>(80,453.27)</u>	<u>(70,423.33)</u>
NET PROPERTY AND EQUIPMENT	<u>24,446.29</u>	<u>42,674.54</u>
OTHER ASSETS		
INTANGIBLE ASSETS, NET OF AMORTIZATION	<u>4,471.64</u>	<u>17,886.55</u>
TOTAL OTHER ASSETS	<u>4,471.64</u>	<u>17,886.55</u>
TOTAL ASSETS	<u>\$ 405,777.83</u>	<u>\$ 403,041.67</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$ 24,558.70	\$ 14,878.53
DEFERRED REVENUE	76,791.65	74,583.35
SALES TAX PAYABLE	0.00	8.69
COMPENSATED ABSENCES PAYABLE	20,731.20	18,779.56
SALARIES PAYABLE	0.00	(0.50)
IRA PAYABLE	165.15	1,667.65
UNITED WAY PAYABLE	469.88	123.32
PAYROLL TAXES PAYABLE	<u>4,237.32</u>	<u>14,984.71</u>
TOTAL CURRENT LIABILITIES	<u>126,953.90</u>	<u>125,025.31</u>
TOTAL LIABILITIES	<u>126,953.90</u>	<u>125,025.31</u>
NET ASSETS		
UNRESTRICTED NET ASSETS - PRIOR YEAR	303,934.86	308,378.53
CHANGE IN NET ASSETS	<u>(25,110.93)</u>	<u>(30,362.17)</u>
TOTAL NET ASSETS	<u>278,823.93</u>	<u>278,016.36</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 405,777.83</u>	<u>\$ 403,041.67</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF ACTIVITIES
FOR THE ONE MONTH AND FIVE MONTHS ENDED NOVEMBER 30, 2019 AND 2018

	ONE MONTH ENDED NOVEMBER 30, 2019	ONE MONTH ENDED NOVEMBER 30, 2018	FIVE MONTHS ENDED NOVEMBER 30, 2019	FIVE MONTHS ENDED NOVEMBER 30, 2018
REVENUE				
TRANSIENT GUEST TAX	\$ 76,791.65	\$ 74,583.33	\$ 383,958.45	\$ 372,916.67
BID FEE REBATE	0.00	0.00	78.68	0.00
ADVERTISING	0.00	0.00	19,118.68	9,880.00
SALES	0.00	99.30	1,123.17	312.62
TOTAL REVENUE	<u>76,791.65</u>	<u>74,682.63</u>	<u>404,278.98</u>	<u>383,109.29</u>
OPERATING EXPENSES				
ACCOUNTING FEES	0.00	0.00	700.00	0.00
RESEARCH	4,368.00	0.00	11,868.00	0.00
AMORTIZATION EXPENSE	1,117.90	1,117.91	5,589.54	5,589.55
CONSUMER ADVERTISING/MARKETING	22,899.75	18,444.35	77,472.42	84,614.46
TRADE SHOWS	295.00	80.44	2,302.06	506.48
CONVENTION SERVICES	0.00	44.29	2,284.43	5,836.42
POSTAGE	515.50	515.50	1,064.36	952.09
PUBLIC RELATIONS	1,834.17	2,288.73	8,213.35	11,981.62
GROUPS MARKETING	12,241.25	12,686.69	55,298.87	44,160.40
AFFILIATION / MEMBERSHIPS	6,249.75	40.00	9,314.44	2,974.03
RELATIONSHIP MARKETING	794.70	1,144.48	2,128.75	2,383.04
RETAIL CENTER	0.00	1,344.50	1,432.00	1,453.25
OPERATIONS / ADMINISTRATION	15,413.25	14,223.32	59,208.31	61,221.96
DEPRECIATION EXPENSE	610.61	1,455.87	5,461.87	7,279.19
PERSONNEL EXPENSES	31,708.78	30,900.30	188,199.32	185,661.11
TOTAL OPERATING EXPENSES	<u>98,048.66</u>	<u>84,286.38</u>	<u>430,537.72</u>	<u>414,613.60</u>
OTHER REVENUES (EXPENSES)				
MISCELLANEOUS	2.95	0.00	2.95	0.00
INTEREST INCOME	209.67	224.94	1,144.86	1,142.14
NET OTHER REVENUES (EXPENSES)	<u>212.62</u>	<u>224.94</u>	<u>1,147.81</u>	<u>1,142.14</u>
CHANGE IN NET ASSETS	<u>\$ (21,044.39)</u>	<u>\$ (9,378.81)</u>	<u>\$ (25,110.93)</u>	<u>\$ (30,362.17)</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF ACTIVITIES - ACTUAL AND BUDGET
FOR THE ONE MONTH AND FIVE MONTHS ENDED NOVEMBER 30, 2019

	ONE MONTH ENDED ACTUAL	ONE MONTH ENDED BUDGET	OVER/ (UNDER) BUDGET	FIVE MONTHS ENDED ACTUAL	FIVE MONTHS ENDED BUDGET	OVER/ (UNDER) BUDGET
SALES						
TRANSIENT GUEST TAX	\$ 76,791.65	\$ 76,791.67	\$ (0.02)	\$ 383,958.45	\$ 383,958.34	\$ 0.11
BID FEE REBATE	0.00	0.00	0.00	78.68	0.00	78.68
ADVERTISING	0.00	0.00	0.00	19,118.83	20,000.00	(881.32)
SALES	0.00	0.00	0.00	1,123.17	0.00	1,123.17
TOTAL SALES	<u>76,791.65</u>	<u>76,791.67</u>	<u>(0.02)</u>	<u>404,278.98</u>	<u>403,958.34</u>	<u>320.64</u>
GROSS PROFIT	<u>76,791.65</u>	<u>76,791.67</u>	<u>(0.02)</u>	<u>404,278.98</u>	<u>403,958.34</u>	<u>320.64</u>
OPERATING EXPENSES						
ACCOUNTING FEES	0.00	0.00	0.00	700.00	0.00	700.00
RESEARCH	4,368.00	0.00	4,368.00	11,868.00	1,250.00	10,618.00
AMORTIZATION EXPENSE	1,117.90	1,118.00	(0.10)	5,589.54	5,590.00	(0.46)
CONSUMER	22,899.75	17,000.00	5,899.75	77,472.42	89,000.00	(11,527.58)
ADVERTISING/MARKETING						
TRADE SHOWS	295.00	205.00	90.00	2,302.06	2,030.00	272.06
CONVENTION SERVICES	0.00	958.00	(958.00)	2,284.43	4,790.00	(2,505.57)
PRINTED MATERIALS	0.00	181.00	(181.00)	0.00	1,349.00	(1,349.00)
POSTAGE	515.50	0.00	515.50	1,064.36	1,000.00	64.36
PUBLIC RELATIONS	1,834.17	2,602.00	(767.83)	8,213.35	13,008.00	(4,794.65)
GROUPS MARKETING	12,241.25	7,000.00	5,241.25	55,298.87	40,345.00	14,953.87
AFFILIATION / MEMBERSHIPS	6,249.75	475.00	5,774.75	9,314.44	4,425.00	4,889.44
RELATIONSHIP MARKETING	794.70	450.00	344.70	2,128.75	2,250.00	(121.25)
RETAIL CENTER	0.00	0.00	0.00	1,432.00	1,000.00	432.00
OPERATIONS / ADMINISTRATION	15,413.25	10,452.00	4,961.25	59,208.31	52,260.00	6,948.31
DEPRECIATION EXPENSE	610.61	1,549.87	(939.26)	5,461.87	7,749.35	(2,287.48)
PERSONNEL EXPENSES	31,708.78	34,474.00	(2,765.22)	188,199.32	203,369.90	(15,170.58)
TOTAL OPERATING EXPENSES	<u>98,048.66</u>	<u>76,464.87</u>	<u>21,583.79</u>	<u>430,537.72</u>	<u>429,416.25</u>	<u>1,121.47</u>
OPERATING INCOME (LOSS)	<u>(21,257.01)</u>	<u>326.80</u>	<u>(21,583.81)</u>	<u>(26,258.74)</u>	<u>(25,457.91)</u>	<u>(800.83)</u>
OTHER INCOME (EXPENSES)						
MISCELLANEOUS	2.95	0.00	2.95	2.95	0.00	2.95
INTEREST INCOME	209.67	83.00	126.67	1,144.86	417.00	727.86
TOTAL OTHER INCOME (EXPENSES)	<u>212.62</u>	<u>83.00</u>	<u>129.62</u>	<u>1,147.81</u>	<u>417.00</u>	<u>730.81</u>
NET INCOME (LOSS)	<u>\$ (21,044.39)</u>	<u>\$ 409.80</u>	<u>\$ (21,454.19)</u>	<u>\$ (25,110.93)</u>	<u>\$ (25,040.91)</u>	<u>\$ (70.02)</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2019 AND 2018

ASSETS

	2019	2018
CURRENT ASSETS		
PETTY CASH	\$ 589.99	\$ 603.99
CASH IN BANK - REPUBLIC BANK	224,683.50	204,229.55
CASH IN BANK - PREMIUM MONEY MARKET	39.09	54,376.41
CASH IN BANK - BID FEE MONEY MARKET	93,770.45	38,816.70
ACCOUNTS RECEIVABLE	8,297.99	4,545.99
EMPLOYEE ADVANCE	64.57	0.00
PREPAID EXPENSES	40,321.50	44,465.16
TOTAL CURRENT ASSETS	<u>367,767.09</u>	<u>347,037.80</u>
PROPERTY AND EQUIPMENT		
FURNITURE & FIXTURES	17,600.71	17,915.71
LEASEHOLD IMPROVEMENTS	6,130.00	6,130.00
MACHINERY & EQUIPMENT	2,705.25	6,089.28
VEHICLE	67,091.12	67,091.12
COMPUTER EQUIPMENT	11,372.48	15,871.76
LESS: ACCUMULATED DEPRECIATION	<u>(81,063.84)</u>	<u>(71,879.17)</u>
NET PROPERTY AND EQUIPMENT	<u>23,835.72</u>	<u>41,218.70</u>
OTHER ASSETS		
INTANGIBLE ASSETS, NET OF AMORTIZATION	<u>3,353.73</u>	<u>16,768.64</u>
TOTAL OTHER ASSETS	<u>3,353.73</u>	<u>16,768.64</u>
TOTAL ASSETS	<u>\$ 394,956.54</u>	<u>\$ 405,025.14</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2019 AND 2018

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
ACCOUNTS PAYABLE	\$ 7,924.14	\$ 11,683.33
DEFERRED REVENUE	76,791.65	74,583.35
SALES TAX PAYABLE	16.09	23.34
COMPENSATED ABSENCES PAYABLE	18,623.60	17,329.44
SALARIES PAYABLE	0.00	(0.50)
IRA PAYABLE	261.89	2,555.34
UNITED WAY PAYABLE	526.64	179.98
PAYROLL TAXES PAYABLE	<u>4,237.34</u>	<u>14,984.77</u>
TOTAL CURRENT LIABILITIES	<u>108,381.35</u>	<u>121,339.05</u>
TOTAL LIABILITIES	<u>108,381.35</u>	<u>121,339.05</u>
NET ASSETS		
UNRESTRICTED NET ASSETS - PRIOR YEAR	303,931.91	308,378.53
CHANGE IN NET ASSETS	<u>(17,356.72)</u>	<u>(24,692.44)</u>
TOTAL NET ASSETS	<u>286,575.19</u>	<u>283,686.09</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 394,956.54</u>	<u>\$ 405,025.14</u>

NORMAN CONVENTION & VISITORS BUREAU

STATEMENTS OF ACTIVITIES

FOR THE ONE MONTH AND SIX MONTHS ENDED DECEMBER 31, 2019 AND 2018

	ONE MONTH ENDED DECEMBER 31, 2019	ONE MONTH ENDED DECEMBER 31, 2018	SIX MONTHS ENDED DECEMBER 31, 2019	SIX MONTHS ENDED DECEMBER 31, 2018
REVENUE				
TRANSIENT GUEST TAX	\$ 76,791.65	\$ 74,583.33	\$ 460,750.10	\$ 447,500.00
BID FEE REBATE	0.00	0.00	78.68	0.00
ADVERTISING	0.00	0.00	19,118.68	9,880.00
SALES	200.00	267.66	1,323.17	580.28
TOTAL REVENUE	<u>76,991.65</u>	<u>74,850.99</u>	<u>481,270.63</u>	<u>457,960.28</u>
OPERATING EXPENSES				
ACCOUNTING FEES	0.00	0.00	700.00	0.00
RESEARCH	4,368.00	0.00	16,236.00	0.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	6,707.45	6,707.46
CONSUMER ADVERTISING/MARKETING	15,483.22	16,108.38	92,955.64	100,722.84
TRADE SHOWS	285.00	300.00	2,587.06	806.48
CONVENTION SERVICES	0.00	0.00	2,284.43	5,836.42
SPECIAL EVENTS EXPENSE	6,000.00	0.00	6,000.00	0.00
POSTAGE	0.00	0.00	1,064.36	952.09
PUBLIC RELATIONS	936.04	936.04	9,149.39	12,917.66
GROUPS MARKETING	1,687.67	6,347.33	56,986.54	50,507.73
AFFILIATION / MEMBERSHIPS	244.34	970.00	9,558.78	3,944.03
RELATIONSHIP MARKETING	2,500.00	2,500.00	4,628.75	4,883.04
RETAIL CENTER	300.00	0.00	1,732.00	1,453.25
OPERATIONS / ADMINISTRATION	10,060.25	11,780.22	69,255.61	73,002.18
DEPRECIATION EXPENSE	610.57	1,455.84	6,072.44	8,735.03
PERSONNEL EXPENSES	25,857.88	27,888.89	214,057.20	213,550.00
TOTAL OPERATING EXPENSES	<u>69,440.88</u>	<u>69,404.61</u>	<u>499,975.65</u>	<u>484,018.21</u>
OTHER REVENUES (EXPENSES)				
INTEREST INCOME	203.44	223.35	1,348.30	1,365.49
NET OTHER REVENUES (EXPENSES)	<u>203.44</u>	<u>223.35</u>	<u>1,348.30</u>	<u>1,365.49</u>
CHANGE IN NET ASSETS	<u>\$ 7,754.21</u>	<u>\$ 5,669.73</u>	<u>\$ (17,356.72)</u>	<u>\$ (24,692.44)</u>

NORMAN CONVENTION & VISITORS BUREAU
STATEMENTS OF ACTIVITIES - ACTUAL AND BUDGET
FOR THE ONE MONTH AND SIX MONTHS ENDED DECEMBER 31, 2019

	ONE MONTH ENDED ACTUAL	ONE MONTH ENDED BUDGET	OVER/ (UNDER) BUDGET	SIX MONTHS ENDED ACTUAL	SIX MONTHS ENDED BUDGET	OVER/ (UNDER) BUDGET
SALES						
TRANSIENT GUEST TAX	\$ 76,791.65	\$ 76,791.66	\$ (0.01)	\$ 460,750.10	\$ 460,750.00	\$ 0.10
BID FEE REBATE	0.00	0.00	0.00	78.68	0.00	78.68
ADVERTISING	0.00	0.00	0.00	19,118.68	20,000.00	(881.32)
SALES	200.00	0.00	200.00	1,323.17	0.00	1,323.17
TOTAL SALES	<u>76,991.65</u>	<u>76,791.66</u>	<u>199.99</u>	<u>481,270.63</u>	<u>480,750.00</u>	<u>520.63</u>
GROSS PROFIT	<u>76,991.65</u>	<u>76,791.66</u>	<u>199.99</u>	<u>481,270.63</u>	<u>480,750.00</u>	<u>520.63</u>
OPERATING EXPENSES						
ACCOUNTING FEES	0.00	0.00	0.00	700.00	0.00	700.00
RESEARCH	4,368.00	0.00	4,368.00	16,235.00	1,250.00	14,985.00
AMORTIZATION EXPENSE	1,117.91	1,118.00	(0.09)	6,707.45	6,708.00	(0.55)
CONSUMER	15,483.22	15,000.00	483.22	92,955.64	104,000.00	(11,044.36)
ADVERTISING/MARKETING						
TRADE SHOWS	285.00	50.00	235.00	2,587.06	2,080.00	507.06
CONVENTION SERVICES	0.00	962.00	(962.00)	2,284.43	5,752.00	(3,467.57)
SPECIAL EVENTS EXPENSE	6,000.00	0.00	6,000.00	6,000.00	0.00	6,000.00
PRINTED MATERIALS	0.00	191.00	(191.00)	0.00	1,530.00	(1,530.00)
POSTAGE	0.00	500.00	(500.00)	1,064.36	1,500.00	(435.64)
PUBLIC RELATIONS	936.04	2,601.00	(1,664.96)	9,149.39	15,609.00	(6,459.61)
GROUPS MARKETING	1,687.67	8,500.00	(6,812.33)	56,966.54	48,845.00	8,141.54
AFFILIATION / MEMBERSHIPS	244.34	3,400.00	(3,155.66)	9,558.78	7,825.00	1,733.78
RELATIONSHIP MARKETING	2,500.00	450.00	2,050.00	4,628.75	2,700.00	1,928.75
RETAIL CENTER	300.00	0.00	300.00	1,732.00	1,000.00	732.00
OPERATIONS / ADMINISTRATION	10,050.25	10,452.00	(401.75)	69,255.61	62,712.00	6,543.61
DEPRECIATION EXPENSE	610.57	1,549.87	(939.30)	6,072.44	9,299.22	(3,226.78)
PERSONNEL EXPENSES	25,857.88	34,474.00	(8,616.12)	214,057.20	237,843.90	(23,786.70)
TOTAL OPERATING EXPENSES	<u>69,440.88</u>	<u>79,237.87</u>	<u>(9,796.99)</u>	<u>499,975.65</u>	<u>508,654.12</u>	<u>(8,678.47)</u>
OPERATING INCOME (LOSS)	<u>7,550.77</u>	<u>(2,446.21)</u>	<u>9,996.98</u>	<u>(18,705.02)</u>	<u>(27,904.12)</u>	<u>9,199.10</u>
OTHER INCOME (EXPENSES)						
INTEREST INCOME	203.44	84.00	119.44	1,348.30	501.00	847.30
TOTAL OTHER INCOME (EXPENSES)	<u>203.44</u>	<u>84.00</u>	<u>119.44</u>	<u>1,348.30</u>	<u>501.00</u>	<u>847.30</u>
NET INCOME (LOSS)	<u>\$ 7,754.21</u>	<u>\$ (2,362.21)</u>	<u>\$ 10,116.42</u>	<u>\$ (17,356.72)</u>	<u>\$ (27,403.12)</u>	<u>\$ 10,046.40</u>

SUPPLEMENTARY INFORMATION

	07/31/19	08/31/19	09/30/19	10/31/19	11/30/19	12/31/19	01/31/20	02/29/20	03/31/20	04/30/20	05/31/20	06/30/20	Total
SALES													
TRANSIENT GUEST TAX	\$ 76,791.75	\$ 76,791.65	\$ 76,791.75	\$ 76,791.65	\$ 76,791.65	\$ 76,791.65	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 460,750.10
BID FEE REBATE	0.00	78.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	78.68
ADVERTISING	15,330.00	3,788.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,118.68
SALES	1,020.00	66.39	0.00	36.78	0.00	200.00	0.00	0.00	0.00	0.00	0.00	0.00	1,323.17
TOTAL SALES	93,141.75	80,725.40	76,791.75	76,828.43	76,791.65	76,991.65	0.00	0.00	0.00	0.00	0.00	0.00	481,270.63
GROSS PROFIT	93,141.75	80,725.40	76,791.75	76,828.43	76,791.65	76,991.65	0.00	0.00	0.00	0.00	0.00	0.00	481,270.63
OPERATING EXPENSES													
ACCOUNTING FEES	0.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	700.00
RESEARCH	0.00	0.00	7,500.00	0.00	4,268.00	4,388.00	0.00	0.00	0.00	0.00	0.00	0.00	16,233.00
AMORTIZATION EXPENSE	1,117.91	1,117.91	1,117.91	1,117.91	1,117.90	1,117.91	0.00	0.00	0.00	0.00	0.00	0.00	8,707.45
CONSUMER ADVERTISING/MARKETING	8,451.68	6,060.56	27,276.67	12,763.76	22,899.75	15,483.22	0.00	0.00	0.00	0.00	0.00	0.00	92,955.54
TRADE SHOWS	1,975.00	32.06	0.00	0.00	295.00	285.00	0.00	0.00	0.00	0.00	0.00	0.00	2,587.06
CONVENTION SERVICES	0.00	0.00	2,074.00	210.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,284.43
SPECIAL EVENTS EXPENSE	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00
POSTAGE	0.00	0.00	529.85	19.01	515.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,064.36
PUBLIC RELATIONS	936.04	936.04	1,228.92	3,278.18	1,834.17	936.04	0.00	0.00	0.00	0.00	0.00	0.00	9,149.39
GROUPS MARKETING	1,187.17	9,916.82	11,770.82	20,180.81	12,241.25	1,687.67	0.00	0.00	0.00	0.00	0.00	0.00	56,586.54
AFFILIATION / MEMBERSHIPS	320.00	200.00	2,153.69	361.00	8,249.75	244.94	0.00	0.00	0.00	0.00	0.00	0.00	9,558.78
RELATIONSHIP MARKETING	(1.10)	428.54	557.58	336.03	794.70	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	4,628.75
RETAIL CENTER	0.00	1,432.00	0.00	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	0.00	1,732.00
OPERATIONS / ADMINISTRATION	10,521.90	6,923.40	10,098.58	15,251.08	15,410.30	10,050.25	0.00	0.00	0.00	0.00	0.00	0.00	69,255.61
DEPRECIATION EXPENSE	1,413.58	1,413.61	1,413.58	610.51	610.61	610.57	0.00	0.00	0.00	0.00	0.00	0.00	6,072.44
PERSONNEL EXPENSES	57,851.22	29,732.97	38,103.11	31,767.24	31,708.78	25,857.68	0.00	0.00	0.00	0.00	0.00	0.00	214,057.20
TOTAL OPERATING EXPENSES	83,773.40	57,221.91	103,834.79	87,658.96	98,045.71	69,440.88	0.00	0.00	0.00	0.00	0.00	0.00	459,975.55
OPERATING INCOME (LOSS)	9,368.35	23,503.49	(27,043.04)	(10,830.53)	(21,254.06)	7,550.77	0.00	0.00	0.00	0.00	0.00	0.00	(18,705.02)
OTHER INCOME (EXPENSES)													
INTEREST INCOME	235.85	260.62	215.09	223.63	209.67	203.44	0.00	0.00	0.00	0.00	0.00	0.00	1,348.30
TOTAL OTHER INCOME (EXPENSES)	235.85	260.62	215.09	223.63	209.67	203.44	0.00	0.00	0.00	0.00	0.00	0.00	1,348.30
NET INCOME (LOSS)	\$ 9,604.20	\$ 23,764.11	\$ (26,827.95)	\$ (10,606.90)	\$ (21,044.39)	\$ 7,754.21	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ (17,356.72)



Sales Report – November & December 2019

Leads Sent (15 leads for a total of 3,610 potential room nights):

- Aircraft Owners and Pilots Association
 - 2021 Regional Fly-in
- Alpha Phi Alpha
 - Oklahoma District Conference
- City of Norman
 - Norman Sister Cities Visit
- NIST/Department of Commerce
 - April 2020 Biology Digital Physics
- Oklahoma Department of Human Services
 - DHS Retreat Rounds 1-5
- Oklahoma Department of Mental Health and Substance Abuse Services
 - 2021 Justice & Recovery Conference
- OU Outreach – Engineering and Geosciences
 - 2019 Gas Compressor Short Course Conference
- Public Health Institute of Oklahoma
 - Certified Healthy Oklahoma
- DeMolay Association
 - 2020 Meeting
- FortuneBuilders, Inc.
 - Real Estate Workshop
- OU Tennis Club
 - Women's Tennis Open (December 2019)

Leads Booked (3 leads for a total of 4,870 room nights):

- OU Outreach – Engineering and Geosciences
 - 2019 Gas Compressor Short Course
- BNSF Railway Company
 - BNSF Signal Setup 2020
- OU Tennis Club
 - Norman Open 2019

Total leads sent YTD (FYE 2020): 47

Total rooms booked YTD (FYE 2020): 10,624

Other significant activity:

- Facilitated and hosted Oklahoma Municipal League Leadership Development Class
- Continued participation in OSAE, SGMP, GBTA/OBTP, PCMA, CTA, Sooner Rotary, NAC Arts Roundtable/PAB, Jazz in June, the Norman Chamber Aviation Committee and Norman NEXT



Leisure Travel Report
November 2019 – Lacy Jo Burgess-Cady

Leisure/Travel Shows

- Total attended: 0

Distribution/Servicing (Leisure)

- Total number of leisure [groups] serviced: 3
 - ABWA Bowling Fundraiser (48)
 - Julie Droke's Artist Workshop (17)
 - Legend's Restaurant (120)
 - 58th Anniversary Pi Beta Phi Reunion (10)
 - Weather Center (120)
 - Central Library (120)
 - OU Recruiting (10)

Distribution/Servicing (Convention/Group)

- Total number of conferences/groups serviced: 1
 - Rotaract Club of Norman (OU) (100)

Total number guides & brochures distributed: 545

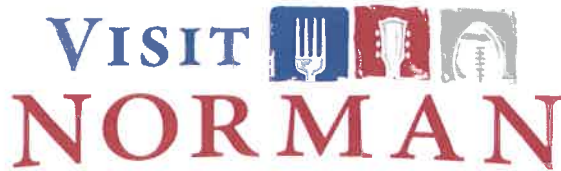
- Norman VG (545)
- FJMA rack card (37 to all groups)
- SNOMNH rack card (0 to all groups)
- State Travel Guide (10 to all groups)
- Other significant activity:
 - Arts Luncheon November 5
 - Norman Arts Council Roundtable November 13



Prepared On: 01/13/2020
Prepared By: Lacy Jo Burgess

WALK-INS

Inquiry Date	Brochures	Count
11/07/2019	Fred Jones Jr. Mueseum of Art Rack	1
11/07/2019	Norman Map	2
11/07/2019	Visitor Guide	1
11/08/2019	Norman Map	2
11/08/2019	Visitor Guide	1
11/14/2019	Norman Map	1
11/18/2019	State Travel Guide	1
11/18/2019	Visitor Guide	1
11/26/2019	Norman Map	1
11/26/2019	Visitor Guide	1
		COUNT: 8



Leisure Travel Report
December 2019 – Lacy Jo Burgess-Cady

Leisure/Travel Shows

- Total attended: 0

Distribution/Servicing (Leisure)

- Total number of leisure [groups] serviced: 3
 - Nichols Collection University Libraries (10)
 - OU Faculty Interviews (14)
 - Municipal League (30)

Distribution/Servicing (Convention/Group)

- Total number of conferences/groups serviced: 0

Total number guides & brochures distributed: 54

- Norman VG (54)
- FJMA rack card (40 to all groups)
- SNOMNH rack card (30 to all groups)
- State Travel Guide (0 to all groups)
- Other significant activity:
 - Shuttling for OU Tennis Club December 2-6
 - State Partners Quarterly Meeting December 5
 - Basketball Coaches Luncheon December 10
 - OKC CTA Holiday Potluck December 19



Prepared On: 01/13/2020
Prepared By: Lacy Jo Burgess

WALK-INS

Inquiry Date	Brochures	Count
12/03/2019	Fred Jones Jr. Mueseum of Art Rack	1
12/03/2019	Norman Map	1
12/03/2019	Visitor Guide	1
12/04/2019	Norman Map	1
12/05/2019	Norman Map	1
12/06/2019	Visitor Guide	1
12/10/2019	Norman Map	1
12/10/2019	Oklahoma Map	1
12/10/2019	Visitor Guide	1
12/17/2019		1
12/19/2019	Norman Map	1
12/20/2019	Fred Jones Jr. Mueseum of Art Rack	1
12/20/2019	Norman Map	1
12/20/2019	Sam Noble Museum Rack	1
12/20/2019	State Travel Guide	1
12/20/2019	Visitor Guide	1
12/26/2019		1
12/26/2019	Norman Map	1
12/26/2019	Visitor Guide	1
		COUNT: 10



Communications January 2020 report

Major November & December activities:

- Continued planning for Small Business Saturday initiative with Norman Chamber, City of Norman and Norman Transcript
- Continued meetings for Norman Christmas Holiday Parade & helped coordinate Norman Christmas Holiday Parade
- Collaborated with City of Norman for OU/Norman video project
- Coordinated interview with Oklahoma Magazine
- Provided Christmas Event bookmark for Norman Chamber event
- Met with Cvent account manager for platform upgrade
- Delivered holiday gifts to attractions and Norman PR practitioners
- Trained on new analytics dashboard for VisitNorman app
- Kicked off digital 12 Giveaways of Christmas on 12/18
- Provided artwork for Boyd Street magazine submission
- Attended Norman PR practitioners meeting
- Continued publicity for Norman events to the regional media

November 2019 measurements:

- 57 press mentions for events (55 in November 2018)
- Ad equivalency of \$220,928.21 (\$256,685.74 in November 2018)
- 29.2 million impressions (29.9 million in November 2018)

December 2019 measurements:

- 51 press mentions for events (45 in December 2018)
- Ad equivalency of \$46,182.60 (\$95,566.56 in December 2018)
- 39.03 million impressions (21.03 million in December 2018)

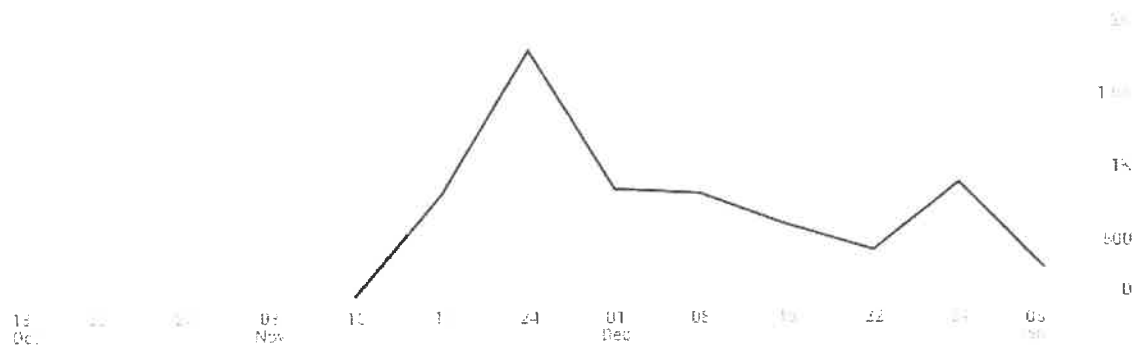
Users
358

New users
323



Views
5.9K

Event count
29K



User activity by cohort

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	19.5%	20.6%	12.9%	15.2%	19.3%
Nov 24 - Nov 30						
Dec 1 - Dec 7						
Dec 8 - Dec 14						
Dec 15 - Dec 21						
Dec 22 - Dec 28						
Dec 29 - Jan 4						

City	+ Users	New users	Engaged sessions	Engagement rate
1 Norman	170	124	306	95.03%
2 New York	90	62	101	85.59%
3 Oklahoma City	43	23	58	90.63%
4 Dallas	25	11	25	80.65%
5 Tulsa	15	10	12	100%
6 (not set)	13	12	15	88.24%
7 Houston	8	4	6	85.71%
8 Noble	7	3	10	100%
9 Kansas City	6	4	4	100%
10 Midwest City	5	4	11	100%

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Eat	1.1K
UIViewController	986
Play	452
Events	366
message	360
MainActivity	213
Small Business Saturday 2019	192

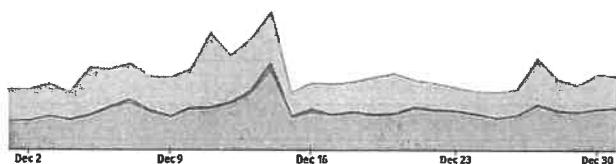
User sessions: 1,364
Message opens: 405
Messages sent: 23 (November) and 13 (December)

Overview

25,887
PAGEVIEWS

13,798
SESSIONS

12,110
USERS



Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	410 +7%
2. Twitter	17 +6%

Referral sites

REFERRAL	SESSIONS
1. m.facebook.com	312 +1%
2. ou.edu	168 +4%
3. eastads.simpli.fi	164 +43%
4. travelok.com	86
5. facebook.com	80 +1%
6. baidu.com	23

Top viewed pages

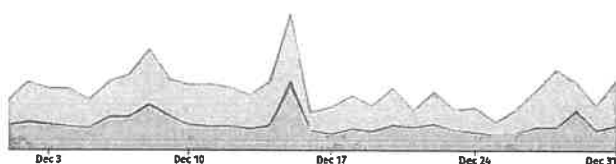
PAGE	PAGEVIEWS
1. /events/	2,724
2. /blog/top-things-to-do-while-in-norman-ok...	2,153
3. /pages/explore/oklahoma-sooner-football	2,130
4. /	1,123 +25%
5. /events/downs-family-christmas-light-display	1,081
6. /events/2019-norman-christmas-holiday-par...	728
7. /eat/	675
8. /events/2019-downs-family-christmas-lights	443
9. /events/p2?p=events/	441
10. /places-to-go?venue_type=arts-culture	340
11. /eat/volcano-sushi-bar	300 +15%
12. /events/p3?p=events/	266
13. /blog/six-upcoming-holiday-events-coming...	219
14. /eat/p2?p=eat/	192
15. /events/sooner-theatre-presents-elf-the-mu...	185
16. /events/main-street-christmas-holiday-para...	177
17. /events/p4?p=events/	172
18. /events?event_type=kids-and-family	163
19. /all-about-norman/	159
20. /stay/	138 +5%

Overview

20,895
PAGEVIEWS

8,878
SESSIONS

7,606
USERS



Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	821
2. Twitter	15
3. Instagram	8
4. reddit	2
5. ActiveRain	1
6. LinkedIn	1

Referral sites

REFERRAL	SESSIONS
1. m.facebook.com	545
2. l.facebook.com	139
3. ou.edu	125 +29%
4. facebook.com	124
5. adspreview.simpli.fi	42
6. eastads.simpli.fi	18 +70%

Top viewed pages

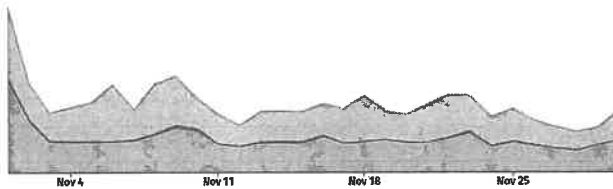
PAGE	PAGEVIEWS
1. /events/	2,080 +11%
2. /events/main-street-christmas-holiday-para...	1,510
3. /	933 +11%
4. /places-to-go/heisman-park	873
5. /events/downs-family-christmas-light-display	714
6. /blog/top-things-to-do-while-in-norman-ok...	462
7. /events/p2?p=events/	453 +9%
8. /eat/	410 +3%
9. /places-to-go?venue_type=arts-culture	332 +8%
10. /events/www.normanchristmasparade.com	294
11. /events/p3?p=events/	254 +6%
12. /eat?venue_type=norman-originals?utm_sou...	203
13. /blog/seven-holiday-shopping-spots-in-nor...	194
14. /all-about-norman/	185 +5%
15. /pages/explore	164
16. /events?event_type=music-entertainment	152
17. /events/p4?p=events/	139 +26%
18. /events?event_type=kids-and-family	129 +14%
19. /all-about-norman	121
20. /stay/	120 +18%

Overview

22,668 ▲ 36%
• PAGEVIEWS

11,210 ▼ 28%
• SESSIONS

9,932 ▼ 25%
• USERS



Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	390 <small>▼ 56%</small>
2. Twitter	18 <small>▲ 31%</small>
3. Blogger	5
4. Instagram	4 <small>▼ 67%</small>
5. Weebly	1

Referral sites

REFERRAL	SESSIONS
1. eastads.simpli.fi	298 <small>▲ 1%</small>
2. m.facebook.com	292 <small>▼ 60%</small>
3. soonersports.com	278 <small>▲ 1%</small>
4. ou.edu	171 <small>▼ 25%</small>
5. facebook.com	76 <small>▼ 40%</small>
6. ads.simpli.fi	74 <small>▲ 5%</small>

Top viewed pages

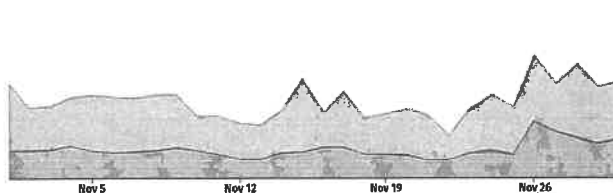
PAGE	PAGEVIEWS
1. /events/	2,320 <small>▼ 25%</small>
2. /blog/top-things-to-do-while-in-norman-ok...	1,846 <small>▲ 57%</small>
3. /	1,453 <small>▲ 2%</small>
4. /pages/explore/oklahoma-sooner-football	1,021 <small>▼ 46%</small>
5. /eat/	519 <small>▲ 11%</small>
6. /events/2019-veterans-day-parade	426
7. /events/p2?p=events/	403 <small>▼ 34%</small>
8. /eat/volcano-sushi-bar	342 <small>▼ 6%</small>
9. /places-to-go?venue_type=arts-culture	305 <small>▼ 18%</small>
10. /events/downtown-fall-festival	212 <small>▼ 73%</small>
11. /events/p3?p=events/	194 <small>▼ 46%</small>
12. /events/2019-downtown-fall-festival	156 <small>▼ 69%</small>
13. /eat/p2?p=eat/	153 <small>▲ 1%</small>
14. /events/downs-family-christmas-light-display	144
15. /stay/	143 <small>▲ 16%</small>
16. /blog/warm-up-with-coffee-in-norman	140
17. /all-about-norman/	137 <small>▼ 32%</small>
18. /events?event_type=music-entertainment	137 <small>▲ 22%</small>
19. /eat/p3?p=eat/	122 <small>▲ 30%</small>
20. /pages/explore/oklahoma-sooner-football?c...	119

Overview

19,203 ▼ 32%
• PAGEVIEWS

7,009 ▼ 34%
• SESSIONS

6,126 ▼ 31%
• USERS



Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	251 <small>▼ 71%</small>
2. Twitter	10 <small>▲ 11%</small>
3. Blogger	2
4. Yelp	2
5. Weebly	1

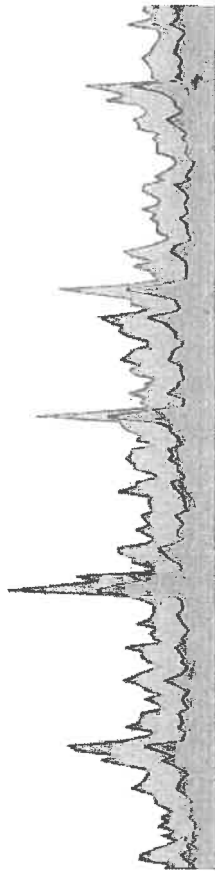
Referral sites

REFERRAL	SESSIONS
1. soonersports.com	453 <small>▲ 75%</small>
2. m.facebook.com	181 <small>▼ 12%</small>
3. ou.edu	169 <small>▼ 17%</small>
4. eastads.simpli.fi	59 <small>▲ 2%</small>
5. facebook.com	32 <small>▼ 32%</small>
6. l.facebook.com	25 <small>▲ 32%</small>

Top viewed pages

PAGE	PAGEVIEWS
1. /events/	2,153 <small>▼ 47%</small>
2. /	999 <small>▼ 11%</small>
3. /?DB_OEM_ID=31000	541
4. /events/p2?p=events/	478 <small>▼ 39%</small>
5. /eat/	415 <small>▲ 1%</small>
6. /places-to-go?venue_type=arts-culture	342 <small>▼ 8%</small>
7. /events/p3?p=events/	257 <small>▼ 49%</small>
8. /events/main-street-christmas-holiday-pa...	226 <small>▲ 15%</small>
9. /all-about-norman/	189 <small>▲ 7%</small>
10. /things-to-do/	184 <small>▼ 16%</small>
11. /events/p4?p=events/	178 <small>▼ 67%</small>
12. /blog/top-things-to-do-while-in-norman-ok...	175
13. /events/downs-family-christmas-light-display	171
14. /search	159 <small>▼ 40%</small>
15. /events/tree-lighting-ceremony-1	144
16. /events?event_type=kids-and-family	142 <small>▼ 13%</small>
17. /stay/	142 <small>▲ 1%</small>
18. /events?event_type=music-entertainment	134 <small>▼ 9%</small>
19. /pages/explore	130 <small>▼ 4%</small>
20. /events/p5?p=events/	121 <small>▼ 53%</small>

Overview

160,950
PAGEVIEWS80,422
SESSIONS67,922
USERS

Top viewed pages

PAGE

	PAGEVIEWS
1. /events/	15,838 ▲ 14%
2. /blog/top-things-to-do-while-in-norman-ok...	9,370 ▲ 120%
3. /pages/explore/oklahoma-sooner-football	8,976 ▲ 115%
4. /	8,035 ▼ 1%
5. /eat/	3,271 ▲ 5%
6. /events/p2?p=events/	2,759 ▲ 6%
7. /places-to-go?venue_type=arts-culture	2,294 ▼ 11%
8. /events/tourist-for-a-day	2,118
9. /blog/six-new-norman-spots-that-have-ope...	2,030
10. /places-to-go/westwood-water-park	1,895 ▲ 13%
11. /events/p3?p=events/	1,497 ▲ 5%
12. /events/cleveland-county-free-fair	1,248
13. /events/farm-girl-fair	1,248
14. /events/downs-family-christmas-light-display	1,245
15. /blog/top-halloween-holiday-events-in-nor...	1,216
16. /events/downtown-fall-festival	1,211
17. /places-to-go/lake-thunderbird-state-park	1,138 ▲ 9%
18. /eat/volcano-sushi-bar	1,133
19. /events/luke-bryan-farm-tour	1,076
20. /all-about-norman/	1,002 ▼ 2%

Social Media Referrals

SOCIAL NETWORK

SESSIONS

1. Facebook	4,989 ▲ 2%
2. Twitter	120 ▼ 37%
3. Instagram	29 ▼ 45%
4. LinkedIn	19
5. Blogger	11 ▼ 5%
6. reddit	5

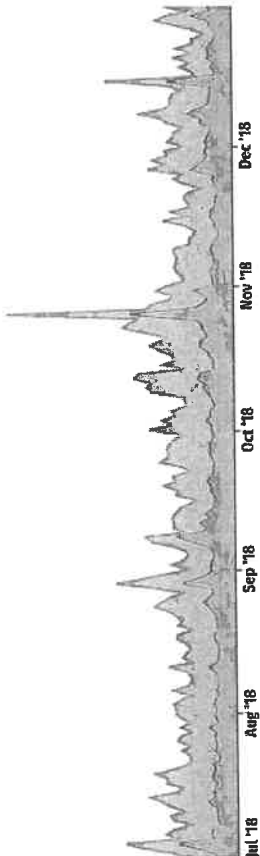
Referral sites

REFERRAL

SESSIONS

1. m.facebook.com	4,128 ▲ 9%
2. ou.edu	1,213 ▼ 3%
3. soonersports.com	998 ▼ 7%
4. eastads.simpli.fi	963 ▲ 6%
5. facebook.com	703 ▲ 9%
6. westads.simpli.fi	206 ▼ 1%

Overview

135,171 ▲ 5%
● PAGEVIEWS51,541 ▲ 12%
● SESSIONS42,311 ▲ 11%
● USERS

Top viewed pages

PAGEVIEWS

PAGE	PAGEVIEWS
1. /events/	16,364 ▲ 48%
2. /	7,490 ▼ 23%
3. /events/p27p=events/	3,202 ▲ 29%
4. /places-to-go?venue_type=arts-culture	2,548 ▼ 26%
5. /eat/	2,525 ▼ 9%
6. /events/downtown-fall-festival	2,255
7. /things-to-do/	2,184 ▲ 16%
8. /events/main-street-christmas-holiday-pa...	1,858
9. /events/p37p=events/	1,837 ▲ 31%
10. /places-to-go/heisman-park	1,345 ▲ 41%
11. /all-about-norman/	1,176 ▼ 15%
12. /pages/explore	1,143 ▼ 8%
13. /events/p42p=events/	1,138 ▲ 31%
14. /pages/explore/oklahoma-sooner-football	1,088
15. /stay/	1,032 ▼ 26%
16. /search	959 ▲ 13%
17. /blog/5-best-off-the-beaten-path-spots-in-n...	917
18. /events/downtown-family-christmas-light-display	887
19. /events/cleveland-county-free-fair	860
20. /events/megalodon-at-sam-noble-museum	847

Social Media Referrals

SOCIAL NETWORK

SESSIONS

1. Facebook	3,062 ▼ 3%
2. Twitter	68 ▼ 70%
3. Instagram	15 ▼ 76%
4. reddit	3
5. Yelp	3
6. Blogger	2
7. Dintertext	2 ▼ 13%

Referral sites

REFERRAL

SESSIONS

1. m.facebook.com	2,235 ▼ 6%
2. ou.edu	1,064 ▼ 26%
3. soonersports.com	696 ▲ 44%
4. facebook.com	522 ▼ 10%
5. l.facebook.com	223 ▲ 21%
6. eastads.simplifh	192 ▲ 47%